

# **Community Assistantship Program**

## **The Homeowner Yard and Landscape Study for the Cascade Lake Watershed**

The Community Assistantship Program is made possible by the generous support of the McKnight Foundation, the Otto Bremer Foundation, the Southern Initiative Fund, the Initiative Foundation, the Southwest Minnesota Foundation, the Northwest Minnesota Foundation, and the West Central Initiative Fund. Within the University of Minnesota, support is provided by Central Administration, the Rural Development Council, the College of Human Ecology, the University of Minnesota Extension Service, the College of Natural Resources, the College of Education and Human Development, the College of Agriculture, Food and Environmental Sciences, the Minnesota Institute for Sustainable Agriculture, the College of Liberal Arts, the College of Architecture and Landscape Architecture, the Carlson School of Management, the Center for Small Towns, the Center for Urban and Regional Affairs, and the five Regional Sustainable Development Partnerships.

# **The Homeowner Yard and Landscape Study for the Cascade Lake Watershed**

Conducted on behalf of  
South Zumbro Watershed Partnership

Prepared by  
Otto Garcia-Gonell, Graduate Research Assistant,  
University of Minnesota  
August 1999

CAP Report 008

## **CURA RESOURCE COLLECTION**

**Center for Urban and Regional Affairs  
University of Minnesota  
330 Humphrey Center**



## Introduction

In 1998, the South Zumbro Watershed Partnership initiated a Lawn Care educational campaign targeted to homeowners in the watershed surrounding Cascade Lake. Participants were selected randomly and participation was voluntary.

As one component of the project, staff from the Partnership visited 100 households in the watershed and asked a variety of questions about lawn care attitudes and practices.

Another component of the effort was a Green Folder that was handed to each participant. This folder contained recommended practices in major lawn care areas such as use of fertilizers, fall lawn care, watering your lawn, pesticides, mowing techniques, storm water runoff, and information about watersheds and the quality of their waters.

Simply stated, the main goal of the campaign was to educate the public about environmentally friendly lawn care practices in order to reduce nutrient levels in Cascade Lake.

Finally, the present study is a post survey in which respondents answered questions about their use of the educational material found in the GREEN FOLDER, the influence of this packet on their lawn care practices, and suggestions about future activities/directions the Partnership should consider.

## Purpose of the Post-Survey

The main goals of this study is to:

1. Determine if attitudes and practices have changed because of the campaign;
2. Determine if participants used the educational material; and
3. Develop recommendations for future lawn care educational campaigns.

## Research Method

A telephone survey was selected as the most efficient data collection method for this part of the study. The South Zumbro Watershed Partnership provided a list of 135 homeowners from which 23 did not participate, 9 did not received the educational materials, 6 had disconnected phone numbers, and 7 did not give a phone number at all. This leaves 90 homeowners that received the green folder and gave a valid phone number.

The researcher was responsible for selecting a random sample of 30 participants from this list. A selected participant was called (unsuccessfully) at least two times before another participant would take his/her place.

Although several members of a particular household were involved in the lawn caring, only the person on the list was interviewed. It was assumed that this person was the most responsible for making decisions about lawn care practices.

To complete the 30 interviews, 43 listed participants were reached directly (with 3 refusals to participate). Therefore, the response rate was 70% (30/43) which seems very normal for a telephone survey.

## Design of the Survey Instrument

The researcher initially developed the survey instrument based on the goals of the study and the content of the pre-survey questionnaire administered in 1998. This questionnaire was reviewed by several members of the South Zumbro Watershed Partnership and Pamela Schomaker at the Minnesota Center for Survey Research, University of Minnesota.

A pretest of the telephone survey was conducted with several UofMN students in order to measure the time it required and its flow. Based on the pretest results and observations from faculty members at the University of Minnesota, the questionnaire was revised.

The final questionnaire required less than 10 minutes, with three open-ended questions, and was approved by the Partnership representative prior to the start of data collection.

## Presentation of Results

Results of the telephone survey are presented here under two headings: (1) a brief *Overview* and a (2) *Detailed Findings*. Both of them show the results for all the questions found in the original questionnaire, except the open-ended ones that are presented in another section.

The Detailed Finding section offers (1) General Comments regarding the results of the whole group as one, and (2) Comments After Grouping that compares the results of the group of participants that DO EMPLOY a professional lawn care service with those that DO NOT EMPLOY professionals.

The evaluation of these two sub-groups is expected to provide information on how to approach each sub-group of homeowners in order to maximize the positive impact of future efforts.

## Overview

- Most of the homeowners (83%) remember receiving the GREEN FOLDER on the summer of 1998.
- More than one-third (36%) of the respondents considered the packet at least SOMEWHAT USEFUL.
- About one-fourth (27%) of the respondents remember at least something from the fact sheets found in the GREEN FOLDER.
- These 8 respondents that remembered something from the packet ranked each Fact Sheet in the FOLDER as follows:
  - 75% remembered information from USING FERTILIZERS;
  - 50% remembered information from WATERSHEDS, LAWN CARE & WATER QUALITY;
  - 38% remembered information from WATERING YOUR LAWN;
  - 38% remembered information from WHAT IS A WATERSHED?
  - 25% remembered information from USING PESTICIDES;
  - 25% remembered information from MOWING TECHNIQUES; and
  - 0% remembered information from FALL LAWN CARE.
- About one-third (37%) of the participants kept the information up to this summer (1999).
- One-third (33%) of the homeowners made some type of changes in their yard after receiving the GREEN FOLDER.
- These (10) homeowners made changes in the following proportion and category respectively:
  - 70% regarding FERTILIZERS;
  - 40% regarding LANDSCAPING;
  - 30% regarding PESTICIDES;
  - 30% regarding STORM WATER RUNOFF;
  - 30% regarding WATERING YOUR LAWN;
  - 10% regarding FALL LAWN CARE; and
  - 10% regarding MOWING TECHNIQUES.
- Only 7% (2/30) considered that these changes were influenced by/due to the information in the FOLDER.
  - One-third (33%) of the subjects said that they employ a professional lawn care service.
  - Over three-fourths (76%) said that they would be willing to purchase a phosphorous-free fertilizer for their lawns.
- Half (50%) of the homeowners considered having local Demonstration Sites for new lawn care practices to be an excellent idea.
- More than half (60%) of the respondents admitted that seeing a new practice on a local Demonstration Site would make them more open to give it a try.
- Only 7% said that they would consider hosting a Demonstration Site in their own lawns, but almost one-third (27%) is willing to consider it if they were provided with enough information on what practices is and its requirements.

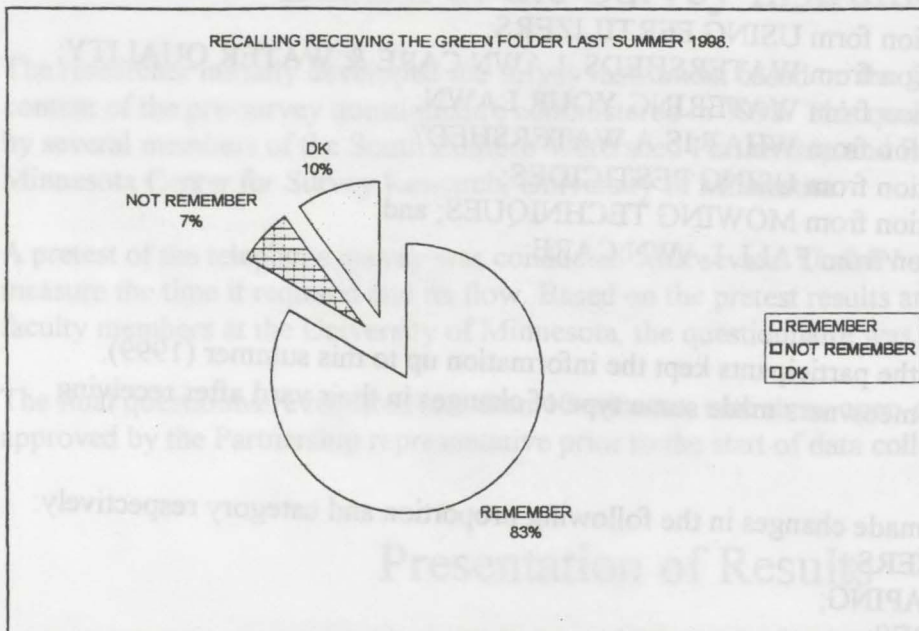
## Detailed Findings

1-Did you receive that GREEN FOLDER last summer 1998 called "South Zumbro Watershed Awareness Project"?

25 = YES

2 = NO

3 = DK (DON'T KNOW)



### General Comments:

In addition to the GREEN FOLDER, a soil test report was mailed to most of the participants a while after the interviews. Some of the subjects had a more clear/fresher memory of the latter, therefore it was necessary to make sure we addressed the right component in question (the GREEN FOLDER).

### Comments After Grouping:

Almost all the member of the group NOT employing a PRO said that they remember receiving the GREEN FOLDER compared to slightly over half of those that DO employ a PROfessional lawn care service. (See Charts in Appendix for details).

2- How useful has this packet been for you?

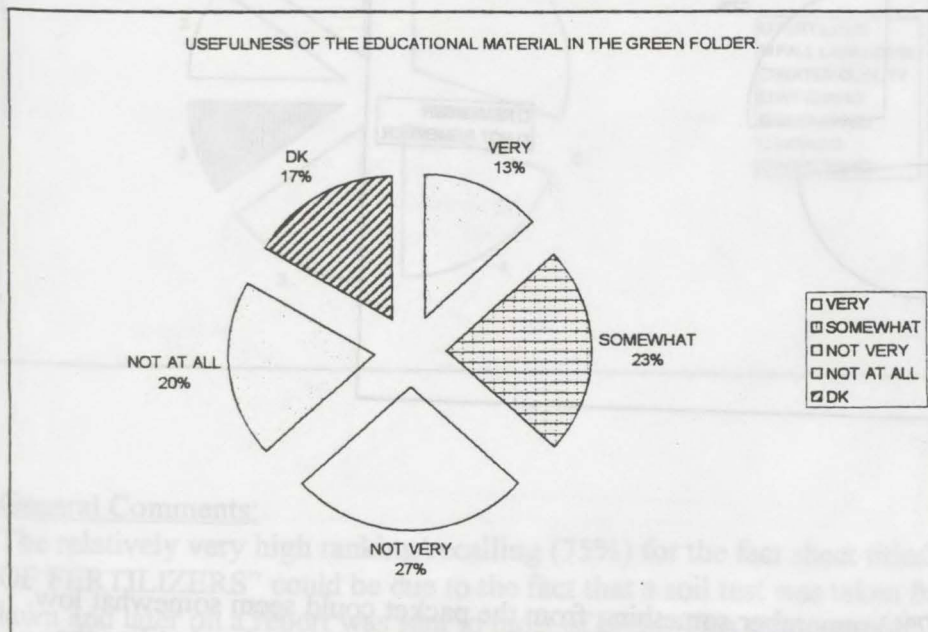
4 = VERY USEFUL

7 = SOMEWHAT USEFUL

8 = NOT VERY USEFUL

6 = NOT AT ALL USEFUL

5 = DK



General Comment:

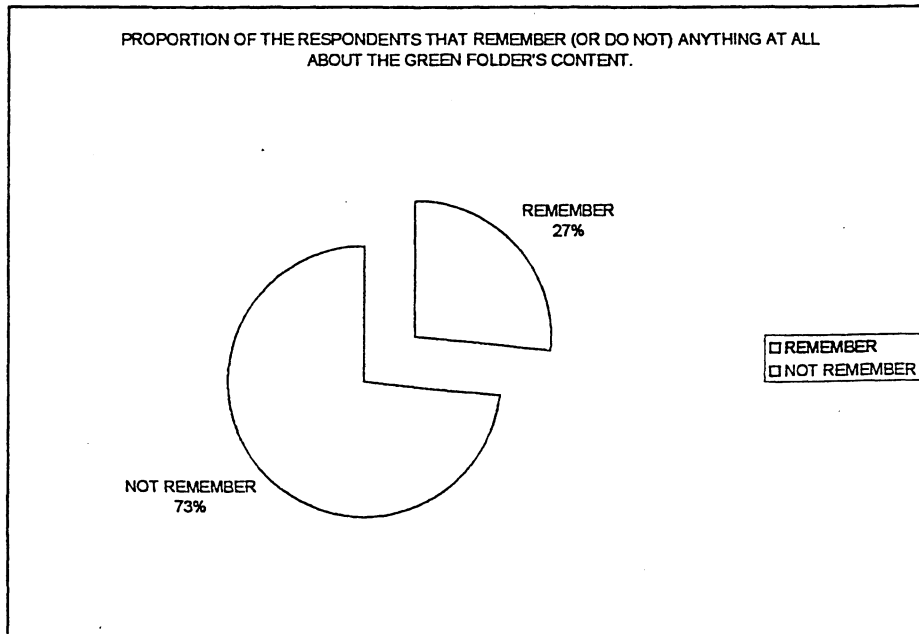
The fact that slightly over one-third (36%) of the participants considered this FOLDER at least SOMEWHAT USEFUL could be due two main factors such as not having read the materials at all and/or not feeling a need for the information in the packet.

Comments After Grouping:

Interestingly, both groups had similar proportion (one-third) of respondents that rated the packet at least SOMEWHAT USEFUL.

The main reason/motivation for the participants in the group employing a PRO to read the material is their planning of taking care of their lawns themselves and not being prepared/knowledgeable enough to do it.

3- Next, using the scale from 1 to 4 (1 being very useful and 4 being not at all useful), please rate the following fact sheets, found in the green folder.



General Comment:

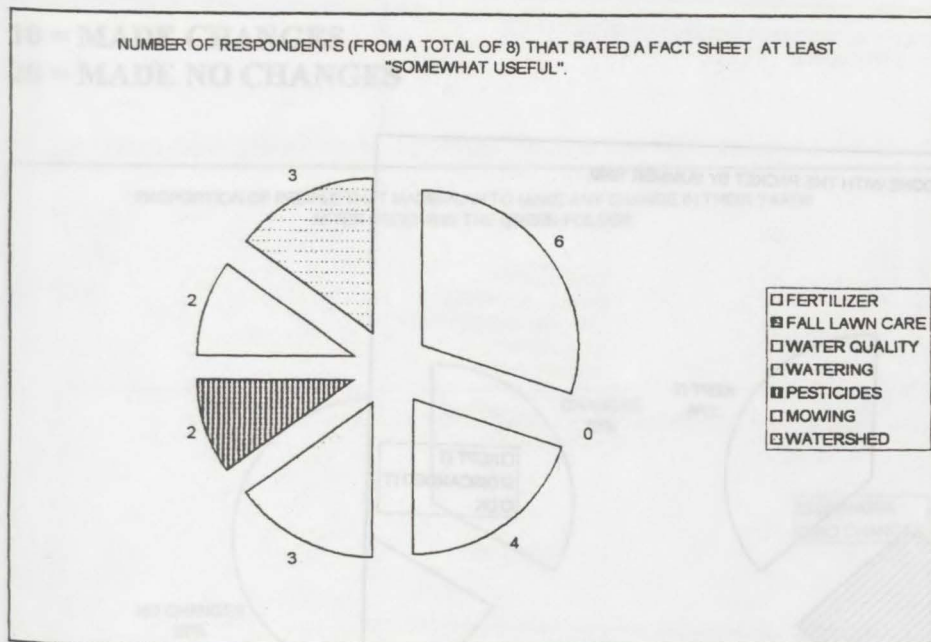
That less than one-third (27%) remember something from the packet could seem somewhat low. Specially low if we consider that (1) summer 1999 is the second chance to read and utilize the information in the FOLDER and (2) the interviews took place right in the summer season when the information should have been in the top of the participants' heads.

Comments After Grouping:

Over one-third (35%) of those NOT employing a PRO remember at least something from the FOLDER compared to only 10% of those that DO employ a PRO.



### 3.1- Which Fact Sheets were rated the most useful?



#### General Comments:

The relatively very high ranking/recalling (75%) for the fact sheet titled "RESPONSIBLE USE OF FERTILIZERS" could be due to the fact that a soil test was taken from of each participant's lawn and later on a report was sent to most of them. This report clearly stated the relevant finding of a high phosphorous content in the soils of the area and recommendations on the use of fertilizers. This was not done with any other fact sheet.

#### Comments After Grouping:

Interestingly, the participants from the group that DO employ PROs only remember the fact sheets with more informational contents instead of those with more immediate practicality. For instance, they said the following titles to be the most useful:

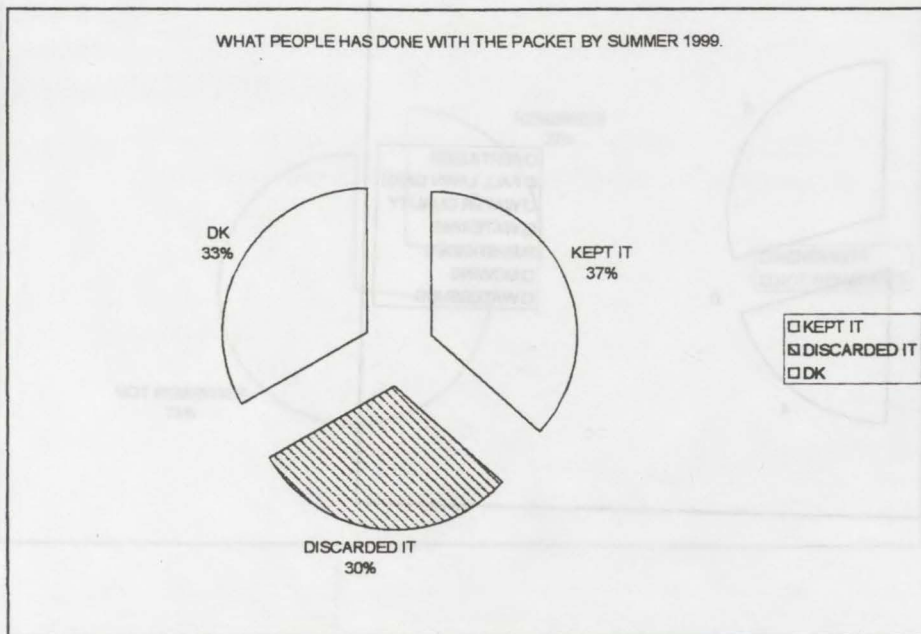
(1) Watershed, lawn care & water quality, (2) Watering your lawn, and (3) What is a watershed? The group NOT employing PROs made a more balanced use of both practical and foundational information. For instance, they chose (1) Use of fertilizers and (2) Watershed, lawn care & water quality in this order.

4-What did you do with this packet?

11 = KEPT IT

9 = DISCARDED IT

10 = DK



General Comments:

Slightly over one-third (37%) of the participants kept this packet at least until summer 1999. It is also important to remember that much less than one-third (27%) actually remember something from it. Therefore, there is a gap here that can be closed by a FOLDER more appealing to the targeted reader.

Comments After Grouping:

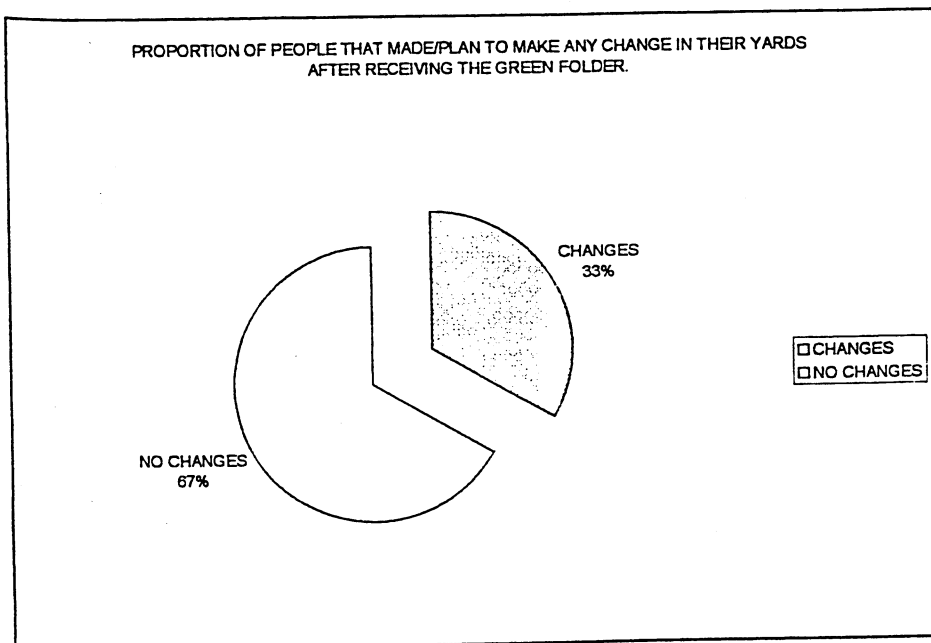
A similar proportion of over one-third of the participants in both groups said that they had kept the FOLDER until now.

Another important point here is that over one-third (35%) of those NOT employing PROs admitted having discarded the packet compared to well under one-third (20%) of those that DO employ PROs. This could be due to many variables, but one that deserves immediate evaluation is the FOLDER itself from its design up to how is actually perceived by this particular targeted reader.

5- Next, I will mention some general areas in lawn care and you will tell me if, this year, you have done or plan to do anything different from last year regarding each of the following categories.

**10 = MADE CHANGES**

**20 = MADE NO CHANGES**



General Comments:

One-third (33%) made some type of changes since having received the packet.

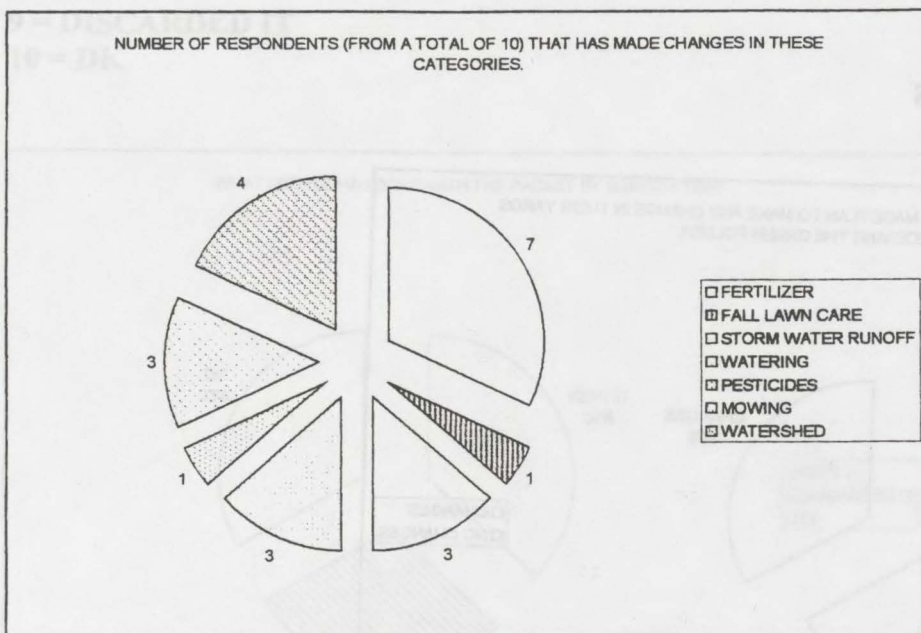
Comments After Grouping:

About half (45%) of those NOT employing PROs made at least one change in their lawns compared to well under one-third (10%) of those that DO employ PROs.

This single important finding indicates where the Partnership efforts should be more heavily focused if quick and effective changes are intended.



### 5.1- Which areas of lawn care were the most changed?



#### General Comments:

Here the categories were classified according to the fact sheets found in the Green Folder.

As suspected, the category with the most changes (Use of Fertilizers) is the same as that of the Fact Sheet most participants remembered. It is very likely that the soil tests report received by the participants had a big impact on this particular figure.

Three-fourths (75%) of those that did make a change regarding Fertilization said that they were using less fertilizers, applying the lowest phosphorous fertilizer available locally (P=2), fertilizing only in spring instead of spring and summer, and following the recommendations in the soil test report.

The second most active area is Landscaping, almost half (40%) those that made changes said they had added some trees and/or shrubs, and retaining walls.

Almost one-third (30%) said that they were applying less or no pesticide at all this year.

The almost one-third (30%) that made changes regarding Watering the Lawns had two opposite directions. Some were applying less and more water this year than the previous one. The reasons for applying more water on 1999 than 1998 might be the long drought that hit the whole country in the first half of the summer (1999). This dry period ended by the time that the survey was implemented.

About Storm Water Runoff, almost one-third (30%) of the respondents that made a change said they were more careful/conscious of the grass clippings on hard surfaces, had built retaining walls, and planted shrubs at the periphery of the lawns.



Comments After Grouping:

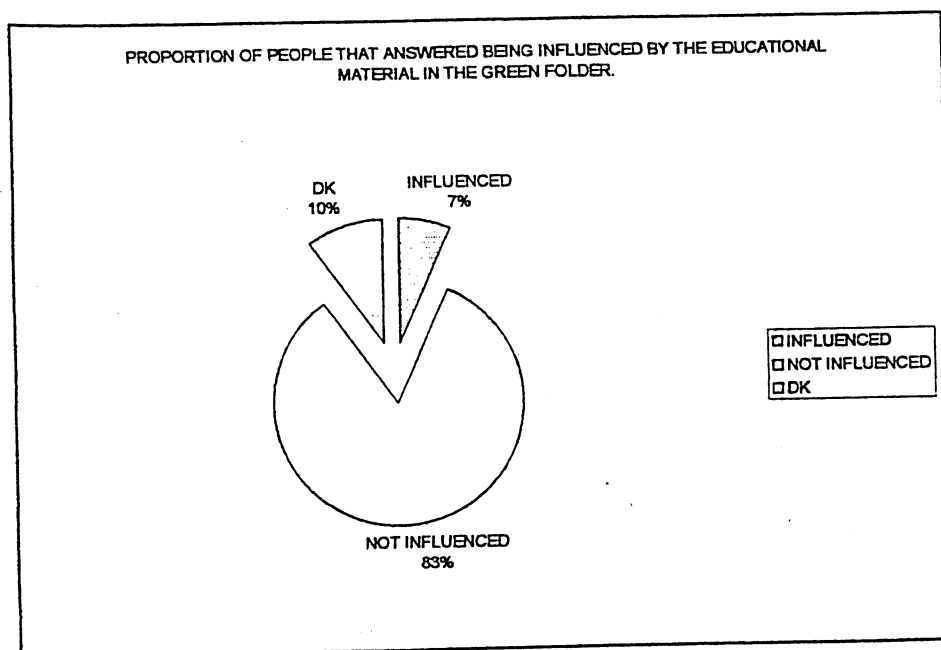
The group Not employing PROs made changes in all the areas outlined in this question compared with the group that DO employ PROs which made changes regarding only Storm Water Runoff and Landscaping.

6- Are these new practices or changes due to the information on the GREEN FOLDER?

2 = YES

25 = NO

3 = DK



General Comments:

Only 2 (7%) of the respondents said that they had made changes on their lawn/practices mainly due to the recommendations found in the GREEN FOLDER.

It is worthwhile noticing that this figure does not show the whole impact of this packet on increasing awareness since there were subjects that read the material and learn/became more aware of their influence on the local waters but they didn't make any physical change in their surroundings.

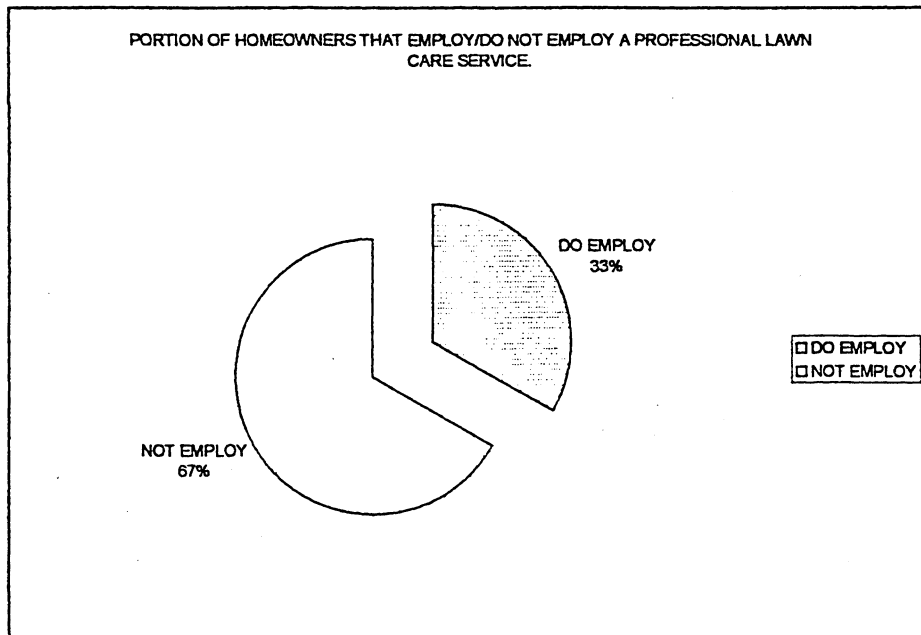
Comments After Grouping:

The information in the FOLDER did not influence the changes made by the group that DO employ PROs at all. Therefore, all of this packet impact on changes made this year is seen on 10% of the group NOT employing PROs.

8- Do you employ a professional lawn care service?

10 = YES

20 = NO



General Comments:

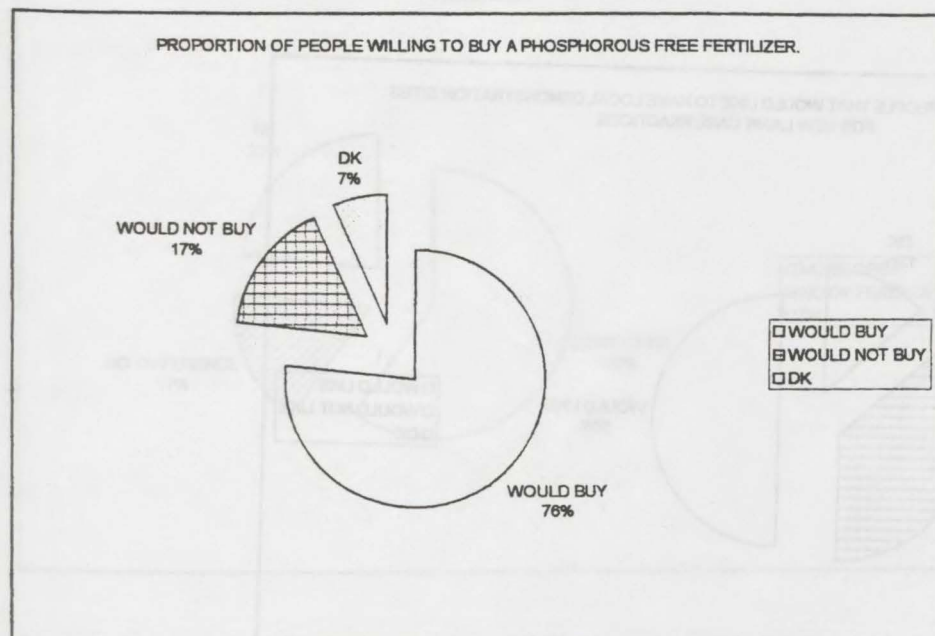
Two-thirds of the homeowners DO NOT employ a professional lawn care service. This figure perfectly matches with the findings on the 1998 survey about the proportions of both groups.

9- The soil test results from our study indicated that 95% of the lawns in your neighborhood had very high levels of phosphorus and additional applications would not benefit the lawn in anyway. Would you be willing to purchase a phosphorus-free fertilizer for your lawn?

23 = YES

5 = NO

2 = DK



#### General Comments:

Over three-fourths (76%) of the participants said that they would be willing to purchase a phosphorous free fertilizer if this were available locally. Some of them have already applied fertilizers with the lowest P content (P=2%) they could find in Rochester.

Some homeowners (7%) answered that they didn't know if they would buy a P-free fertilizer.

This shows a need for more education on this matter.

#### Comments After Grouping:

More than half (60%) of those that DO employ a PRO said they would purchase a Phosphorous free fertilizer compared to over four-fifths (85%) of the participants in the group that DO NOT employ PROs.

These results could be greatly improved if a well-coordinated effort with local lawn care providers and lawn products retailers were implemented.

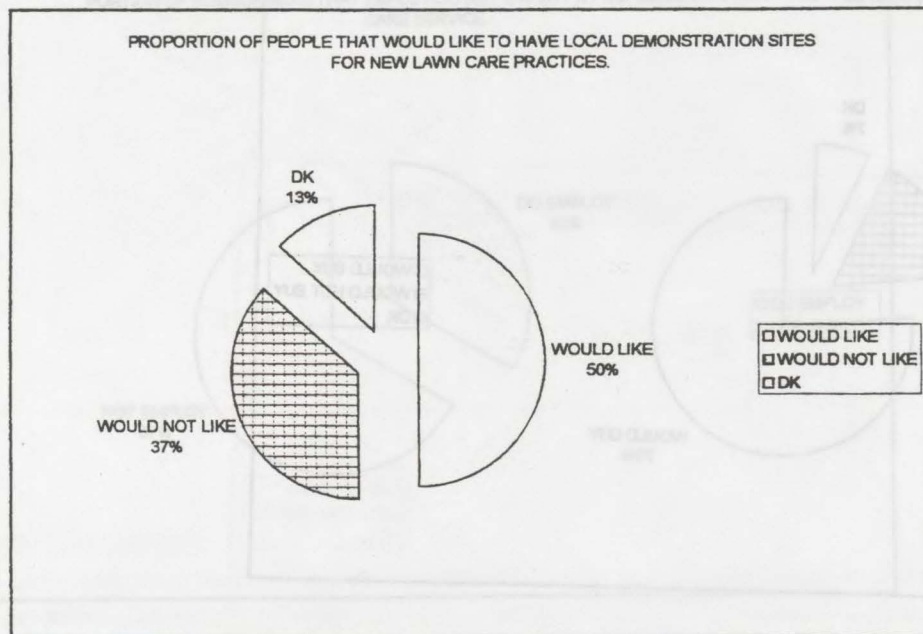
10-In other MN communities, residents have volunteered their gardens to serve as local Demonstration Sites for new lawn care practices and landscape designs.

Would you like to have some Demonstration Sites in your own neighborhood?

15 = YES

11 = NO

4 = DK



General Comments:

Half (50%) of the participants would like to have local Demonstration Sites where people could see and hopefully adopt new lawn care ideas working right in their neighborhoods.

It would be expected that this figure would increase once people get to see and become familiar to the practices in exhibit.

Comments After Grouping:

As expected the group NOT employing PROs was three times (65%) more enthusiastic/positive about this idea of having local Demonstration Sites than the group that DO employ PROs (20%). It is thought that once members of the latter group become familiar to appealing practices they would request similar services from their lawn care providers.

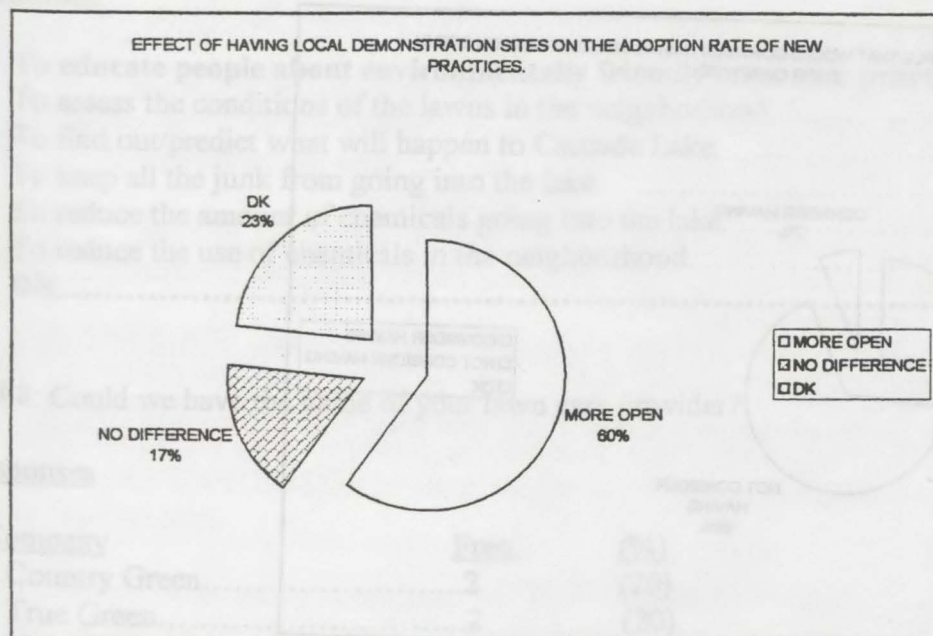


10.1- If Yes, Would it make you more open to adopt new practices that fit well in your lawn?

18 = YES

5 = NO

7 = DK



#### General Comments:

More than half of the respondents admitted that seeing new lawn care practices working well in their own neighborhoods would help in the adoption process. The almost one-third that answered DON'T KNOW could also be conquered later on.

It must be mentioned that all people were asked this question even though they could have answered NO or DK to the previous question (# 10).

#### Comments After Grouping:

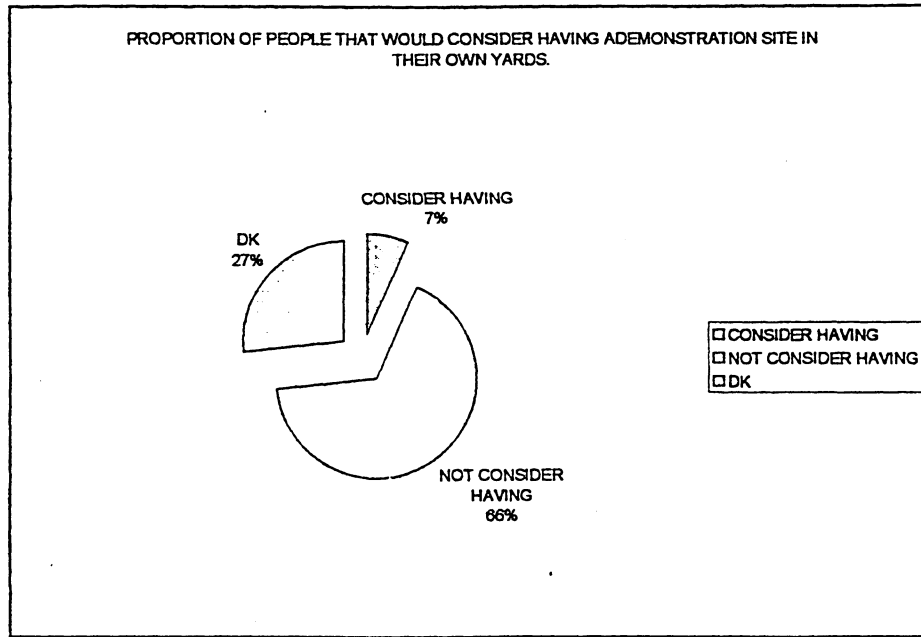
More than two-thirds (65%) and half (50%) of the group NOT employing and that DO employ PROs respectively said that they would be more open to adopt new lawn care practices if they would see them working well right in their own neighborhood.

10.2- If Yes, Would you consider having a Demonstration Site in your own lawn?

2 = YES

20 = NO

8 = DK



General Comments:

Only 7% of the participants were readily willing to host a Demonstration Site in their own yards. This was expected since it seems common for the homeowners to have a conservative approach regarding to their lawn practices and landscaping.

More interesting and encouraging is that almost one-third of the interviewees agreed that they would consider having a Demonstration Site in their yards if they were provided with the details about it.

Comments After Grouping:

Almost half (40%) of those NOT employing PROs said that they would consider hosting a Demonstration Site compared to well under one-third (20%) of those that DO employ a PRO.

## Responses to Open-ended Questions

Q # 7: What is your understanding of the MAIN purpose of this project?

### Responses

	<u>Freq.</u>	<u>(%)</u>
1. To educate people about environmentally friendly lawn care practices.....	9	(30)
2. To assess the conditions of the lawns in the neighborhood.....	1	(3.3)
3. To find out/predict what will happen to Cascade Lake. ....	1	(3.3)
4. To keep all the junk from going into the lake. ....	1	(3.3)
5. To reduce the amount of chemicals going into the lake. ....	1	(3.3)
6. To reduce the use of chemicals in the neighborhood. ....	1	(3.3)
7. DK.....	16	(53.3)

Q # 8: Could we have the name of your lawn care provider?

### Responses

<u>Company</u>	<u>Freq.</u>	<u>(%)</u>
1. Country Green.....	2	(20)
2. True Green.....	2	(20)
3. Lawn Pro.....	1	(10)
4. Green Up.....	1	(10)
5. Spring Green.....	3	(30)
6. Don't Remember.....	1	(10)

Q # 11: What landscape management practices or programs would you like to learn more about?

### Responses

1. Trees and shrubs maintenance.
2. Plants adequate for the area's conditions (i.e. winter-hardy plants)
3. Turf disease controls
4. Perennial gardening
5. Growing plants in clay
6. Best blend of grasses for the area
7. Non-chemical weed control practices
8. Four-fifths (80%) of the respondents did not want to receive more information.

Q # 12: What do you think would be ways to encourage people to use lawn care practices that would help reduce pollution of local water resources?

### Responses

1. Keep providing relevant information
2. Provide more feedback to the neighborhood about studies and practices like this so that people see a true interest from public organizations and others.
3. Be consistent; follow up. We already have the soil test, then let's educate the people.
4. Send little but practical and direct information about lawn practices and do it right when it is needed the most. The impact of the soil test report on many of these residents lawn care practices is a proof of how much they value practical information.
5. For the Demonstration Site, use a public area where everybody can access anytime.
6. Identify those residents that need more/prompt education on the issue; and there are plenty of them around (quoted from a participant).
7. Run an article in a local newspaper with crucial information on this matter instead of wasting resources in such a lengthy packet.
8. **Almost three-fourths (74%) of the respondents said that they didn't have any idea on this.**

## Conclusions

Today, homeowners are bombarded with lots of information from the media, friends, co-workers, neighbors, and specific educational campaigns like this, among others. So many different factors influencing the way they behave, think, and even the way they care of their lawns makes it impossible to precisely determine the influence of each item.

Despite this fact, having one person out of 15 make a change based on receiving a packet of information is actually pretty good. As a point of reference, consider that being able to influence one percent of the market would be very pleasing for the marketing departments of many companies in this country.

This study also offers very important facts that will allow a better understanding of this particular audience and the GREEN FOLDER used as the main educational instrument.

These major findings are:

1. The homeowners around Cascade Lake have different attitudes toward lawn care practices and educational campaigns. These residents can be divided into two general groups:
  - (1) those EMPLOYING a professional lawn care service; and
  - (2) those NOT employing professionals.

Both groups showed interest in learning more about lawn care management and their impact on local natural resources. However, it seems that each group requires different educational approaches and perhaps different information.

More research on understanding each group should be considered.



2. The GREEN FOLDER is an excellent source of important information, but for whom? And how should it be delivered? The fact that only one-third in both groups mentioned above kept the material brings lots of questions about its appropriateness for this particular audience. Changes to this tool should be explored and tested before duplicating this activity.

3. About two-thirds (60%) of the participants are receptive to the idea of having Demonstration Sites in their own neighborhoods. In agricultural development it is said that "farmers learn best from farmers". Therefore, it is very likely that, around Cascade Lake, "Most residents learn best from their neighbors."

4. Many homeowners had a clearer memory of the soil test report taken from their own lawns than that of all the fact sheets in the GREEN FOLDER.

The main reason why they may have related to the soil test report and recommendations so strongly is simply that this test was specific to each participant—and was obvious to the homeowner that the information was personalized.

Several homeowners would probably say that they were more influenced by that soil test report than by the GREEN FOLDER in question. However, the impact of the soil test report was not directly studied here.

Finally, it must be seriously considered that a more direct involvement/ownership of this type of effort(s) by the real beneficiaries is needed if the maximum outcome is intended.

## Recommendations

Increasing public awareness is an educational process that needs to be reinforced by follow-up activities/messages delivered through media or in person at strategic times.

Moreover, these activities/messages as personalized as possible like the case of the soil test report found in this study. In order to personalize a message/project, the homeowners and/or project's beneficiaries must have an active role in the design and development of the project. Besides, who are the most qualified to give ideas on how to increase behavioral changes of this particular group of homeowners? **The HOMEOWNERS themselves, of course.**

The following main ideas should be considered when planning activities to follow up this study:

### 1. Make Changes to this Activity

In order to decrease the nutrient levels in Cascade Lake, other more effective and economic ways should be explored.

The major factors needing revision or a better understanding are:

- a. Homeowners: How do they learn? Where do they go for information? Who takes care of the lawn? How do they prefer the information to be formatted? And so on.
- b. Green Folder: How much information should we provide? How should it be arranged? How can it be catchier? Should information that doesn't pertain specifically to Cascade Lake be eliminated? Should we hand all the information at once or gradually? How gradual? Who should receive the Packet? If more information is wanted, where can people go and get it?
- c. Distribution Options: consider a Master Gardener, hardware or garden stores, libraries, local television (short program could be sponsored cooperatively by several counties), newspaper (questions from the public could be answered), local radio, neighbors, and park/block/major streets/neighborhood billboards.
- d. Other Ideas:
  - (1) Give people a simple "hit chart" (as is done for recycling) such as a short list they could post as a reminder. This is not all the information people need, but it would at least be a guide and reminder.
  - (2) Provide small flags for homeowners to post on their lawns that would declare their lawn a "SAFE" lawn (i.e. safe for children, no chemical used, etc.)
  - (3) Start a "CLUB" that concerned homeowners could join. Maybe this could be privately sponsored (i.e. lawn or garden stores)
  - (4) Have a "Miniature Model" to show how nearby lawns can pollute the lake. Some of these models are currently used in Agricultural Education in high schools. Perhaps, a model could be reflecting the characteristics of the Cascade Lake Watershed.
  - (5) Do not duplicate information that has been sent by other organizations.
  - (6) People respond well to incentives for a job well done. Some type of yearly recognition in the form of coupons for gardening or lawn care products, passes for golf courses, tickets to sport events, and many others can go a long way.

## 2. Conduct a Focus Group

Invite a small group (less than 15 people) of homeowners to get together and discuss some issues/approaches on how to continue this effort. It would be ideal to have separate meetings for the two distinct groups of participants identified here. At the end, they are the ones to know best ways to bring change in their neighborhoods.

In this meeting(s), some of the topics to discuss could be:

- a. If the GREEN FOLDER should be used again, then what changes are needed to make more appealing/catchy for the targeted reader?
- b. Which other activities should we try?
- c. And so on.

It could be a good idea to audio tape the whole discussion and to later come back to it. Offer refreshments and snacks, put a tag to each participant with his/her name, and at the end of the discussion provide an incentive/reward (i.e. \$ 10 dollars/person/hr).

### 3. Two Groups = Two Approaches

It seems wise to concentrate more effort on those homeowners that are taking care of the lawns themselves. This group is the one making changes in their lawns and the only one that was influenced by the GREEN FOLDER. It is likely that with an improved FOLDER the impact on this group could be much greater.

To address the group employing a professional lawn care service, a partnership between local lawn care services/companies and the Partnership should be explored. Educating and regulating these businesses may be, at least in the short run, much more practical, faster, and more economic than their more numerous clientele. However, these homeowners must not be forgotten since they are increasingly taking care of their lawns themselves. A low-cost educational method must be identified for this particular group (i.e. a mass method) in order to prepare them to feel more confident about managing their lawns.

### 4. Set Up a Demonstration Site

After identifying and recruiting some local volunteers, facilitate the selection of a public area, the design of the project, and who is going to manage what/how/when.

Keep in mind that the goal is to involve as many people as possible.

### Introduction

In 1998, the South Zumbro Watershed Partnership initiated a Lawn Care educational campaign targeted to homeowners in the watershed surrounding Cascade Lake. Participants were selected randomly and participation was voluntary.

As one component of the project, staff from the Partnership surveyed 100 households in the watershed regarding their lawn care attitudes and practices.

Another component, a **GREEN FOLDER**, containing recommended practices in major lawn care areas, was handed to each participant.

The main goals of this (1999) study are to:

- Determine if attitudes and practices have changed because of the campaign;
- Determine if participants used the educational material; and
- Develop recommendations for future lawn care educational campaigns.

### Key Findings

- Four-fifths (83%) of the participants remembered receiving the packet.
- One-third (37%) of the participants kept the information.
- One-fourth (27%) of the participants remembered something from the packet.
- One-third (33%) of the participants made some type of changes (but may not be due to the materials).
- One-fifteenth (7%) of the participants said they made a change due to the materials.

### Recommendations

- 1. Consider making changes to the GREEN FOLDER based on the needs of the specific targeted audience.
- 2. Consider somewhat different approaches to each of the two different groups of homeowners identified in this study: (1) those EMPLOYING Professional lawn care services and (2) the ones NOT EMPLOYING any professional lawn care provider.
- 3. Consider delivering reinforcing messages at strategic times. This could be done through media or in person.
- 4. Consider personalizing the messages as often as possible (i.e. the soil test from 1998).
- 5. Consider involving the targeted homeowners more actively on all the phases of the effort's future activities. This could be well done by identifying and inviting those environmentally concerned homeowners to participate in a focus group discussion. This group could give very valuable ideas about how to increase behavioral changes.